AMENDMENTS TO THE CLAIMS

1.-20.   (Canceled)

21.   (Currently Amended) A processor-implemented method for predicting clickstream data, comprising:

determining a point in time of interest;

receiving content information from a content database, the content information describing a content offering at the point in time of interest;

receiving subscriber actions for the point in time of interest, the subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while viewing content;

processing the content information and the subscriber actions; and

predicting volume and channel changes on the remote control ~~future clickstream data~~ that will describe future subscriber actions at a future point in time ~~buttons pushed in the future by the subscriber~~.

22.   (Previously Presented) A method according to claim 21, further comprising merging the content information received from the content database and the information related to buttons pushed by the subscriber to create subscriber choice information.

23.   (Previously Presented) A method according to claim 21, further comprising correlating the content information received from the content database with the information related to buttons pushed by the subscriber.

24.   (Currently Amended) A method according to claim ~~21~~ 22, further comprising categorizing the merged content information and the subscriber actions for the point in time of interest ~~received from the content database~~.

25.   (Currently Amended) A method according to claim 21, wherein <u>predicting the volume and channel changes comprises:</u>

<u>predicting depression of a volume button on the remote control,</u>
<u>predicting depression of a channel "up" button on the remote control, and</u>
<u>predicting depression of a channel "down" button on the remote control</u>

~~the step of processing the content information comprises at least one of i) analyzing the buttons pushed during preceding content and ii) analyzing the buttons pushed during succeeding content.~~

26.   (Currently Amended) A method according to claim 21, wherein <u>predicting the volume and channel changes comprises predicting depression of a numeric button on the remote control</u> ~~the step of receiving the subscriber actions comprises receiving buttons pushed by the subscriber to receive an alternate source of content.~~

27.   (Currently Amended) A server for predicting subscriber actions, the server operative to:

<u>receive a point in time of interest;</u>

receive content information from a content database<u>, the content information describing a content offering at the point in time of interest;</u>

<u>receive</u> ~~and~~ subscriber actions from a subscriber-action database, the subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while viewing <u>the</u> content <u>offering at the point in time of interest;</u>

process the content information and the subscriber actions; <u>and</u>

predict <u>volume and channel changes at a future point in time</u> ~~future buttons pushed by the subscriber; and~~

~~create tailored media content that corresponds to the predicted future buttons pushed.~~

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28. (Currently Amended) The server according to claim 27, further operative to <u>predict depression of a volume button at the remote control</u> ~~correlate the content information with the information related to buttons pushed by the subscriber~~.

29. (Currently Amended) The server according to claim 27, further operative to <u>predict depression of a channel button at the remote control</u> ~~categorize the content information~~.

30. (Currently Amended) The server according to claim 27, further operative to <u>predict depression of a mute button at the remote control</u> ~~at least one of i) analyze buttons pushed during preceding content and ii) analyze buttons pushed during succeeding content~~.

31. (Currently Amended) The server according to claim 27, further operative to <u>predict depression of a "last" channel button at the remote control</u> ~~analyze buttons pushed by the subscriber to receive an alternate source of content~~.

32. (Currently Amended) A computer readable media <u>storing processor executable instructions for performing a method, the method</u> comprising:

analyzing content information from a content database<u>, the content information describing a content offering at a point in time of interest</u>;
analyzing subscriber actions from a subscriber-action database, the subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while accessing <u>a</u> ~~and viewing~~ content <u>offering at the point in time of interest</u>; and
predicting <u>volume and channel changes at a future point in time</u> ~~future buttons pushed by the subscriber~~.

33. (Currently Amended) A computer program product according to claim 32, further comprising instructions for merging the content information and the <u>subscriber actions</u> ~~information related to buttons pushed by the subscriber~~ to create subscriber choice information.

34.   (Currently Amended) A computer program product according to claim 32, further comprising instructions for correlating the content information with the subscriber actions ~~information related to buttons pushed by the subscriber~~.

35.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for categorizing the content information.

36.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for at least one of i) analyzing buttons pushed during preceding content and ii) analyzing buttons pushed during succeeding content.

37.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for analyzing buttons pushed by the subscriber to receive an alternate source of content.

38.   (Currently Amended) A method according to claim 21, further comprising creating tailored media content that corresponds to the predicted ~~future clickstream data~~ channel changes.

39.   (Previously Presented) A method according to claim 38, wherein the tailored media content comprises content bundled with an advertisement for a product or service.

40.   (Previously Presented) A method according to claim 38, further comprising distributing the tailored media content to the subscriber.

41.   (Previously Presented) A method according to claim 38, further comprising tracking popularity of the tailored media content for a period of time.

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42.   (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to past subscriber actions.

43.   (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a demographic of the subscriber.

44.   (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a purchasing history of the subscriber.

45.   (Previously Presented) A method according to claim 21, further comprising receiving information related to an alternate video source received by the subscriber.

46.   (Previously Presented) A method according to claim 21, further comprising presenting types of content available to the subscriber during a period of time, with the types of content comprising an alternate video source.

47.   (Currently Amended) A method according to claim 46, wherein presenting the types of content available comprises integrating content available from the alternate video source into an electronic programming guide.

48.   (Previously Presented) A method according to claim 21, further comprising providing the subscriber a log of received content.

49.   (Previously Presented) A method according to claim 21, further comprising merging the content information and information related to an alternate video source to determine what content is received by the subscriber.

50.   (Previously Presented) A method according to claim 21, wherein the content information comprises an amount of time that an advertisement was received.

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51.   (Previously Presented) A method according to claim 21, further comprising analyzing the subscriber actions to determine when the subscriber initially receives an entire advertisement but subsequently only receives a portion of the advertisement.

52.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for accessing the subscriber actions taken by the subscriber while accessing and viewing content.

53.   (Currently Amended) A device, comprising:

> means for analyzing content information from a content database, the content information describing a content offering at a point in time of interest;
> means for analyzing subscriber actions from a subscriber-action database, the subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while accessing a content offering at the point in time of interest; and
> means for predicting volume and channel changes at a future point in time

> ~~a processor communicating with memory, the processor executing software stored in the memory to~~
> ~~receive content information from a content database;~~
> ~~receive subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while viewing content; and~~
> ~~predict future buttons pushed by the subscriber.~~

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